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Dear Friends, Supporters and Colleagues,

As Moffitt Cancer Center celebrates its 30th year of providing services to improve the health of Florida's citizens, we are pleased to share the 2016 Moffitt Diversity Annual Report with you.

In this report you will meet Tina Minnifield of Ethnic Hair Care in Brandon and learn how she has been partnering with Moffitt Program for Outreach Wellness Education and Resources (M-POWER) to educate on cancer prevention and risk reduction, and to link women to mammography screenings.

Our Language Services bridge the communication gap for patients and their families who do not speak English and rely on Moffitt’s translators and interpreters. In this annual report you will read about such an encounter that was especially memorable. This year more than 6,000 translation requests were fulfilled and tracked through the cancer center’s new online request form.

Moffitt’s Community Benefit initiatives provide patient-centered and culturally competent outreach, education, training and resources throughout the greater Tampa Bay community and the state of Florida. Last year Moffitt conducted a community health needs assessment, and the findings will help us better support patients, families and clinicians in advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by the disease.

Moffitt’s Supplier Diversity actively pursues both purchasing and mentoring opportunities to help minority owned business grow, and this past year almost 18% of cancer center expenditures were contracted to certified minority, women, veterans and service disabled veteran-owned business enterprises. Leroy Goodman describes how Moffitt’s new Supplier Diversity Mentoring Program helped him to market his cabinets and millwork business and to prepare for further growth.

We are especially proud to report that among the accolades attributed to Moffitt Diversity, the cancer center earned sixth place on DiversityInc’s 2016 Top 10 Hospitals and Healthcare Systems list, which tracks the nation’s top companies when it comes to hiring, retaining and promoting women, minorities, people with disabilities, LGBTQ people and veterans.

While you will see many statistics in the pages that follow, the important message is that Moffitt and those who partner with us are committed to benefitting the community. We thank you for reading this report and for joining us in the fight against cancer.

Alan F. List, MD
President and Chief Executive Officer

B. Lee Green, PhD
Vice President, Diversity, Public Relations and Strategic Communications
Bridging Communication Gap Benefits All

If communication is a two-way street, Language Services is the bridge. Patients and families separated from their caregiving team by a difference in language rely on Moffitt’s professional translators, medical interpreters, and its over-the-phone and video remote interpretation services every day of the year. The results are rewarding—to patients, the caregiving team, and the interpreters themselves.

“Interpreters have a lot of influence on how a message is transmitted,” observes Medical Interpreter Kelly Garvin. “Every syllable counts, every pause.” Her colleague, Language Services Manager Prado Antolino, recalls an encounter from her early days at Moffitt that required all her skills. For two years, Antolino had followed a 27-year-old Spanish-speaking Mexican patient through several clinical trials with many related consent sessions and medical visits. When the patient’s disease progressed and warranted her discharge to hospice care, her physician wanted to prepare the patient’s 7-year old daughter for what was to come. “This encounter was the most difficult of my career, bar none,” says Antolino. “The strength with which this patient lived her long disease and the grace with which she prepared her daughter lodged in my heart in a lasting way. Years later, I still run cancer races in her honor. What she taught me as a human being and an interpreter is undoubtedly lasting.”

— Kelly Garvin, Medical Interpreter and Prado Antolino, Language Services Manager

“I don’t feel I am just doing any job,” adds senior translator Sandra Cadavid. “I feel I am contributing to make the cancer treatment experience less burdensome by facilitating the understanding and communication for someone who is facing what is probably one the biggest fears in life.”

— Sandra Cadavid, Senior Translator

“The patient’s smile said it all,” says Medical Interpreter Josselyn Balcomb. “He was so excited the moment he heard the voice of the Akateko interpreter over the phone in his own language! This is the power of language access!”

— Josselyn Balcomb, Medical Interpreter
Shop Talk: Health Tips for Women™

Every woman who sits in Tina Minnifield’s chair at Ethnic Hair Care Salon in Brandon FL walks out with a beautiful hair style – and a better understanding of how her health affects her hair. For the past year, Minnifield has partnered with M-POWER (Moffitt Program for Outreach Wellness Education and Resources) through its Shop Talk program. And the experience, Minnifield says, has been “inspirational.” Shop Talk capitalizes on hairstylists’ unique power to reach women of color with information about cancer and the health disparities they face. To date, more than 400 clients at Ethnic Hair Care and three other salons have completed a pre-test before viewing a five-minute M-POWER video on the importance of cancer screening and risk reduction through healthy lifestyles. Women in need of screening mammograms are also assessed to see if they qualify for Moffitt’s mammography program.

“This partnership afforded me the privilege to reach out to a diverse group of women of different generations, ethnicities, persuasions, and professions to inform them that healthy hair is very much linked to healthy choices and regular health check-ups,” says Minnifield. Her new goal is to develop a system that reminds clients to schedule annual health appointments whenever they book hair care services.

161 Health Education WORKSHOPS

4,766 Workshop PARTICIPANTS

542 uninsured WOMEN RECEIVED MAMMOGRAPHY services

97 received TRANSPORTATION ASSISTANCE to the Moffitt McKinley Outpatient Center for those services through a collaboration with partners

100% M-POWER staff are STATE CERTIFIED COMMUNITY HEALTH WORKERS (CCHW), helping patients gain access to Moffitt services
Understanding Our Community’s Needs

Community Benefit refers to the services and programs designed to improve a community’s health and increase access to health care and – importantly for Moffitt – are a reflection of our commitment as a socially-responsible neighbor. Understanding our community’s needs is the first step toward addressing them. In FY16, Moffitt completed a community health needs assessment (CHNA) in collaboration with Healthy Hillsborough, a committee of local hospitals, clinics, and the Department of Health. This collaboration allowed for streamlined community data collection and shared costs among participants.

Moffitt’s CHNA Steering Committee and various clinics provided input for developing strategies to address the most-pressing cancer-related health needs. Future efforts will include improving screening rates and services; increasing awareness of screening/prevention; enhancing healthcare navigation services; and supporting community advocacy for access to transportation services.

This initiative would not be successful without collaboration. A list of Moffitt’s CHNA Steering Committee can also be found in the final report. To access the final CHNA Report, please visit http://moffitt.org/publications/community-benefit/.

Community Benefit by Category

*July 2014 – June 2015

Moffitt Cancer Center’s Community Benefit initiative supports patients, families and clinicians through advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by cancer.

TOTAL COMMUNITY BENEFIT DOLLARS...................... $61,179,175

*2016 Community Benefit figures can be provided upon request after January 2017.
SUPPLIER DIVERSITY

Leroy Goodman
**Mentoring Helps Minority Owned Business Grow**

Imperial Cabinets & Millwork, LLC received nearly $40,000 of custom cabinetry business from Moffitt in FY16. Its president, Leroy Goodman, says his business will benefit in many more ways from the relationships being built through Moffitt’s newly established Supplier Diversity Mentoring Program.

Goodman, the program’s first mentee, was invited to participate in the program in FY16 based on his persistence in pursuing opportunities with Moffitt since 2009. Each year, the Supplier Diversity Mentoring Program selects a different diverse supplier to mentor with a focus on relationship building, business process improvements, and capacity building. Strengthening and utilizing minority, women, veteran and service disabled veteran-owned businesses contributes to the economic growth and expansion of the communities we serve. The program would not be successful without the partnership of Moffitt Purchasing and other department stakeholders, and the Florida Small Business Development Center (FSBDC) at USF.

Goodman connected with Capital Projects & Facilities Department representatives at Moffitt’s 2015 Supplier Diversity Day Vendor Fair. As a result, he received his first purchase order July 15, 2015 and continues to provide excellent custom casework, cabinetry, and millwork services for Moffitt. He hopes the mentoring program will lead to more opportunities for his business – at Moffitt and beyond.

“The mentoring advice and hands-on approach received from Moffitt personnel was extremely valuable in helping me to better understand the procurement process, how to market my business and prepare for growth,” says Goodman.

“In addition, the partnership with Moffitt and the USF FSBDC was extremely helpful. I received one-on-one professional business and financial consulting services on a monthly basis targeted at helping me to better manage and grow all aspects of my business.”
One person can make a difference...

“For 30 years, Shirley has been one of the most effective ambassadors of Moffitt in the community... thanks to her rich humanity and enticing smile. During our 2005 trip to Tallahassee where we met with Florida legislators, Shirley was the name heard most often during our visit. A group of senior cancer patients were sharing with the legislators that their experience at Moffitt had been particularly rewarding thanks to Shirley Hordge, the Patient Service Representative whose warmth and love made them feel at home and among friends.”

— Dr. Lodovico Balducci
Senior Adult Oncology Program
DIVERSITY AND INCLUSION

Among the nation’s top companies for hiring, retaining and promoting women, minorities, people with disabilities, LGBTQ people and veterans

5TH CONSECUTIVE YEAR
LEADER IN LGBT HEALTHCARE EQUITY

In Human Rights Campaign Foundation’s 2016 Healthcare Equality Index report

“Moffitt is committed to addressing cancer in the LGBTQ community. We pride ourselves on ensuring that all of our community members have access to the best possible care regardless of their sexual orientation or gender identity,” says B. Lee Green, Ph.D., Vice President, Diversity, Public Relations and Strategic Communications, Moffitt Cancer Center

MOFFITT IS OUTPACING NATIONAL NORMS OF RACIAL/ETHNIC DIVERSITY IN EXECUTIVE POSITIONS

17% versus 11%
17% of Moffitt’s executive leadership are from racial/ethnically diverse backgrounds, compared to 11% reported by The Institute for Diversity in Health Management and the Health Research & Educational Trust, 2015

Diversity Education & Training

100% MOFFITT LEADERS COMPLETING DIVERSITY & INCLUSION TRAINING
Totaling more than 100 hours.
All managers, directors and executive leadership took part in the “Diversity & Inclusion: A Moffitt Cancer Center Imperative” web-based training

Diversity in Executive Positions

44% OF EXECUTIVE POSITIONS AT MOFFITT ARE FILLED BY WOMEN AND MINORITIES

73% of Gen-M survey respondents report the Team Member Engagement Network is CREATING AN ENVIRONMENT WITH 4 GENERATIONS WORKING SIDE BY SIDE
Gen-M provides a SUPPORTIVE COMMUNITY FOR YOUNG PROFESSIONALS at Moffitt

239 NEW MEMBERS JOINED GLAAM and Gen-M

More than 150 ATTENDED the FLORIDA HEALTH EQUITY RESEARCH INSTITUTE SUMMIT at Moffitt in Feb. 2016

96% of The Gay & Lesbian Alliance at Moffitt (GLAAM) survey respondents FELT SUPPORTED BY BEING PART OF THE NETWORK
GLAAM promotes CULTURAL AWARENESS OF THE LGBTQ COMMUNITY at Moffitt

73% of Moffitt’s executive leadership are from racial/ethnically diverse backgrounds, compared to 11% reported by The Institute for Diversity in Health Management and the Health Research & Educational Trust, 2015
INCLUSION

Putting diversity into action by creating an environment of involvement, respect, and connection — where the richness of ideas, backgrounds, and perspectives are harnessed to create value.